

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing* dan *Electronic Word of Mouth* terhadap *Purchase Intention* melalui *Trust* sebagai variabel intervening. Populasi dalam penelitian ini adalah masyarakat berusia 17 -30 tahun yang berdomisili di kota Surabaya yang mengetahui produk *sunscreen* Azarine namun belum pernah membeli produk tersebut dan mengetahui ulasan produk *sunscreen* Azarine melalui sosial media resmi Azarine.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Penelitian ini menggunakan teknik pengambilan sampel *Purposive sampling* dan metode *Lemeshow* karena jumlah populasi yang tidak diketahui secara pasti, sehingga didapatkan sejumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner. Metode analisis data yang digunakan adalah *Partial Least Square* (PLS) dengan menggunakan *software* SmartPLS 3.2.9. Teknik analisis data yang digunakan yaitu *outer model*, *inner model*, dan uji hipotesis.

Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Trust*, *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Trust*, *Social Media Marketing* berpengaruh negatif dan tidak signifikan terhadap *Purchase Intention*, *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Purchase Intention*, *Trust* berpengaruh positif dan signifikan terhadap *Purchase Intention*, *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Purchase Intention* melalui *Trust* sebagai variabel intervening, dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Purchase Intention* melalui *Trust* sebagai variabel intervening.

Kata kunci : *Social Media Marketing*, *Electronic Word of Mouth*, *Trust*, *Purchase Intention*

ABSTRACT

This research aimed to find out the effect of Social Media Marketing and Electronic Word of Mouth on Purchase Intention, with Trust as an intervening variable. The population was Surabaya citizen with the age of 17-30 years old, knew Azarine sunscreen product but had not bought it, and found the review through official social media.

The research was quantitative. The data collection technique used purposive sampling. Since the population was unknown exactly, Lemeshow was applied. In line with that, there were 100 respondents as the sample. Moreover, the instrument in the data collection technique was a questionnaire. The data analysis technique used Partial Least Square (PLS) with SmartPLS 3.2.9. Furthermore, the data analysis technique used outer model, inner model, and hypothesis tests.

The result concluded that Social Media Marketing had a positive and significant effect on Trust. Likewise, Electronic Word of Mouth had a positive and significant effect on Trust. Additionally, Social Media Marketing had a negative and insignificant effect on Purchase Intention. Similarly, Both Electronic Word of Mouth and Trust had a positive and significant effect on Purchase Intention. In addition, Social Media Marketing had a positive and significant effect on Purchase Intention with Trust as an intervening variable. Likewise, Electronic Word of Mouth had a positive and significant effect on Purchase Intention with Trust as an intervening variable.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Trust, Purchase Intention*



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